

## ABSTRACT

A method is provided for enhanced spread spectrum watermarking. The improved watermarking method includes: receiving host data which is expressed in a transform domain by a plurality of host transform parameters; reducing variance between the plurality of host transform parameters, thereby forming an enhanced sequence of host transform parameters; and adding a watermark to the enhanced sequence of host transform parameters using a spread spectrum technique. The enhanced sequence of host transform parameters may be formed by arranging the plurality of host transform parameters in at least one of an ascending order or descending order; determining a difference for each pair of consecutive host transform parameters; and alternating the sign of every other difference value, thereby forming the enhanced sequence of host transform parameters.